SJSU Health Science Department, The Health Trust, CommUniverCity, Kaiser San Jose
Community Health Partnership of Santa Clara County

Strategic Plan for Dissemination and Publication

2007 – 2009

SWOT Analysis

Strengths	Weaknesses
▪ Strong and enduring community-academic partnerships ▪ Long term relationships of mutual respect and possibility ▪ Creative community partners with ideas, skills, and vision ▪ Faculty in harmony with each other, experienced, mature ▪ Excellent students; MPH students must now do community-based graduate project ▪ Exciting, creative work being done in our university and community – a good story to tell!	▪ Extremely limited travel budgets for faculty ad community partners to attend national meetings ▪ Very limited time – too many other demands, little institutional support for publication, writing, travel (both academia and partners) ▪ Competing demands ▪ Lack of resources for research support – assistants, equipment, incentives
Opportunities	**Threats**
▪ Commitments stimulated by the Engaged Institutions Initiative (EII) award ▪ Service Learning Monograph, California Journal of Health Promotion – quick and guaranteed feedback and turn around ▪ SOPHE and APHA ▪ MPH Graduate Projects – community-based projects sponsored by Community Partners ▪ Possibility of writing time for reflection and dissemination (presentations and publications) into new grants or project agreements	▪ Increasing workloads ▪ FTES imperative ▪ Budget cuts at partner agencies ▪ Key priorities in the months ahead ▪ Urgency of context – both university and CBO environments

Commitments for 2007

1. Each faculty member commits to submitting conference presentation abstracts for at least one community-based project with our partners each year.

2. Partner organizations agree to prioritize resources for at least one project staff person to travel to conferences for which abstracts have been accepted for presentation.

3. Each faculty member commits to heading up a writing team to develop a manuscript based on a collaborative project.

4. Partner organizations agree to include writing as part of scope of work for team members.

5. Faculty who supervise Graduate Projects agree to encourage publishable papers as part of the initial agreement and deliverable, or as a priority post-project activity for those well suited to publication.

6. Each faculty member commits to submitting at least one manuscript for publication by the end of the year.

7. The partners agree to reconvene mid-year to discuss progress and adjust/renew commitments.